

Music of Christmas Time  
8:00—Carols by voice and organ.  
8:10—Brass band will play old carols,  
followed by chimes.  
8:15—Grand Organ and vocal quartet.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER  
Fair

# "Let the Spirit of Christmas Have Full Sway This Year"

## Which Is It, Expectation or Enjoyment, Gives Most Happiness?

Or is it the great surprise of receiving an unexpected gift?

Our soldier and sailor boys put their all—their lives—between us and the perils of long-planned and fully prepared bombardments of the most deadly nature from the sky above us and the waters around us, and they have their splendid compensations, for they did their work well in achieving peace. Honors will never cease to be accorded them while the winds blow and the waters flow.

## Why Not—WHY NOT

add to our Christmas lists something for the boys still in the home camps and cantonments, and hospitals especially. Even the least, uncostly little thing will be a comfort-giving remembrance, such as

- |                  |                      |
|------------------|----------------------|
| Wrist watch      | Handkerchiefs        |
| Scarf pin        | Wool or merino socks |
| Cuff links       | Wool or chamois vest |
| Tie clip         | Writing pad          |
| Key ring         | Woolen muffler       |
| Cigarette case   | Gloves               |
| Cigar cutter     | Woolen wristlets     |
| Match box        | Woolen helmet        |
| Pipe             | Toilet case          |
| Tobacco pouch    | Swagger stick        |
| Pocket knife     | Folding drinking cup |
| Safety razor     | Electric flashlight  |
| Wallet           | Compass              |
| Money belt       | Boot hook            |
| Book             | Boot jack            |
| Photograph frame | Polishing set        |
| Neckties         |                      |

Let the Spirit of Christmas have full sway this year of the peacemakers.

[Signed] *Joe Wanamaker*

Dec. 12, 1918.

## Women's Furry Little Hats In Charming New Styles

When December winds blow, no millinery seems more appropriate than the pretty fur hats. The new ones now in the Gray Salons are delightfully new and attractive and represent the newest fashions for the winter.

Soft gray moleskin, squirrel, the pretty nutria and brown beaver and seal are the furs used. Most often they are used alone, but sometimes two furs are effectively combined.

They are trimmed with flowers or little fur heads, or with velvet in new and bewitching ways.

\$12 to \$40.

(Second Floor, Chestnut)

## You Can Save Money Here On Silk Stockings

Women's silk stockings have been getting steadily scarcer and higher in price. Yet, despite this, we have a holiday stock, practically as complete as in the days before the war, and at prices not much higher than they were then—certainly lower, on the average, than elsewhere in Philadelphia.

Simply because we placed our contracts earlier than usual and ordered larger quantities.

Wholesale prices of silk hosiery today are about the same as the prices at which we sell the goods to you.

Ingrain silk stockings in black, white and colors, \$1.35 and \$1.65 a pair.

Dipped silk stockings, very durable; black, white and colors, \$1.75.

The above all have cotton tops.

All-silk stockings in black, white and colors, \$2 to \$3.50.

With clocks, \$2 to \$5.

Openwork clocks, \$2.50.

Richelieu ribbed, \$2 and \$2.50.

Accordion ribbed, \$6.

With embroidered insteps, \$2.50 to \$12.

Lace inserted, \$7 to \$25.

(First Floor, Market)

## Silk, the Woman's Own Gift

If you will pardon a homely phrase, there are more reasons than you could shake a stick at why people are giving gifts of Wanamaker silks and giving them to an extent never known before.

The silks themselves are a mighty good reason, good enough in fact to leave no need for another reason—although there are plenty of other good ones also, for silk is woman's own gift.

These assortments are surely fine and they are fed by a running stream of new arrivals, the latest being—

New printed silks—\$4 a yard.

New white Japanese wash satins, a beautiful quality at \$2 a yard.

New colored satin habutai for lamp shades and linings, \$1.25 a yard.

New crepes de chine, \$2 a yard.

New satins, \$1.50 a yard.

(First Floor, Chestnut)

## Big Umbrellas and Little Umbrellas

as well as medium size umbrellas are all here in this fascinating Umbrella Shop, which has more kinds of rain protectors than most people ever saw.

There are wee umbrellas for the very littlest folk—and they have plain or fancy handles, good, sturdy covers and frames and are not at all expensive.

And of women's umbrellas! All the fashionable lengths, the fashionable colors (for colors are quite the fad) and the newest ideas in handles, from those made in America to the smartest things from London and Paris.

All sorts of umbrellas for men, too—plain wood handles, office umbrellas, automobile umbrellas, suitcase and bag umbrellas for the traveler, and handsome ivory and gold-mounted umbrellas for "best."

(Main Floor, Market)

## Fashion Favors Women's Coats of Plush and Velour

They possess all the features of fur coats—the fullness, the big collars, big pockets and belts.

Some plush coats are in jacket lengths—one with a charming fancy lining has a belt and costs \$45. Another style, long, has a collar of black-dyed racoon and a very wide belt and costs \$75. Still another has a high belt and a self-collared and costs \$47.50.

Among the velour coats, are some long ones with self-collars and plain linings at \$67.50, others with collars of dyed nutria or dyed racoon at \$75.00.

(Central)

## Gifts of Magnificence

### Persian and Chinese Carpets In a Reduction Sale

FOR anybody desiring to give a gift that will become a family treasure, this sale is rich in opportunity. It provides an elaborate choice of fine Persian and Chinese carpets at reductions from prices already very moderate.

The Kermanshas are the finest group in the collection, and it is a long time since carpets of this beautiful type have been offered in the same variety at such prices, \$575 in size 11.9x9.1 ft. up to \$989 in size 16.8x11.8 ft. In between are large carpet sizes at \$585, \$595, \$685, \$695, \$755, \$795, \$875 and \$975.

There is a large assortment of Chinese carpets in the sale ranging in price from \$275 in size 12x9 up to \$495 in size 14.1x10 ft. Intermediate prices for large carpet sizes are \$287, \$290, \$297, \$325, \$335, \$350, \$385, \$397, sizes running from 11.5x8.1 ft. up to 12.2x9.3 ft.

Persian Mahal carpets of good heavy quality in soft, warm colors are now priced at \$185 in size 12.3x8.5 ft. up to 17.1x10.3 ft. at \$495.

Other Mahals at \$190, \$195, \$197, \$198, \$235, \$287, \$289 and \$390.

(Seventh Floor, Central)



## A Few of the Splendid Coats of Fur

One of the finest examples of the skill of Mother Nature combined with that of the furrier has come into the Fur Salon within a day or two. It is of natural beaver, very thick and rich in texture with a sheen that reminds one of the scarce and valuable otter. It is cut absolutely simple with broad borders and a good deal of flare, and the price for so much luxury seems surprisingly small, \$675.

Another rather long coat of natural gray squirrel is extremely well worked. This has a shawl collar and huge patch pockets, \$650.

A short taupe dyed squirrel coat has the new border pockets, big shawl collar and front belt, \$450.

A short coat of dyed nutria has a shawl collar of beaver. This is belted and has the novel border pockets, \$300.

A coat of natural muskrat has border and sleeves and shawl collar of the skins reversed so that stripes are suggested. Sleeves are bell shape. \$300.

(Second Floor, Chestnut)

## Just From Paris— "Boquet Triomphal" Perfume

This is the latest Claire perfume and it is a deliciously fragrant scent. This Paris box has just been unpacked, and we were certainly glad to get these bottles, for they are just in time for gifts.

Boquet Triomphal extract, \$5.50 and \$7.50 a bottle.

Toilet water, \$6.50 a bottle.

Face powder, \$2 a package.

(Main Floor, Chestnut)

## Fresh Flannellet Nightgowns

It doesn't matter what sheer and dainty nightgown a woman chooses for habitual wear—she is certain to have a pair of flannellet nightgowns tucked away somewhere for an emergency, in case there is an unexpected cold snap or something like that.

Regular sizes, \$2.25 to \$3.50.

Extra sizes, \$3 to \$3.50.

(Third Floor, Central)

## More and More New Blankets for Gift Seekers

The newest lots opened comprise white blankets.

White blankets, 70x84, with pink and blue or yellow borders, mixed wool filling at \$15 a pair.

White blankets, 70x82, with pink or blue borders, mixed wool filling at \$12 a pair.

Plaid blankets in very large size, 78x86, something very unusual, pink and white and blue and white, mixed wool filling, \$15 a pair.

Individual blankets woven to take place of camel's hair blankets, which they much resemble in their tan color and Greek borders, wool-filled, cotton-warped, 72x90 inches, \$20 each.

Also—for baby—crib blankets, 36x54 inches, pink or blue borders, mixed wool filling, \$7.50 a pair.

(Sixth Floor, Central)

## Trust the People to Know a Real Shoe Sale When They See It

We have had some great shoe sales in this Store, but it has been many a day since the public showed as much enthusiasm as they are showing over this sale.

The answer seems to be that the high prices of footwear have made any real reductions doubly welcome. And these are real reductions. 12,000 pair of men's and women's shoes and women's evening slippers and tongue pumps, at

### Savings of \$2.10 to \$6.10 a Pair

This includes shoes of all styles and for all purposes—for dress, business, street wear and work.

Women's shoes are \$3.90, \$4.90 and \$5.90, the slippers and pumps being in the first group.

Men's shoes are \$4.40 and \$9 a pair.

(Men's, Main Floor; Women's, First Floor, Market)

## You Would Be Amazed How Many Women

hope to get vacuum cleaners for Christmas gifts. Nobody but the housewife knows what a tremendous difference the vacuum cleaner makes in the housework.

We have electric vacuum cleaners in eight types, tested and selected from a large number of kinds.

Hand vacuum sweepers in eight styles and every one of them a good one. We gar-

ticularly recommend the powerful, keen electric suction cleaner for general housework. It is in 2 sizes at \$37.50 and \$40, one with 10-inch nozzle and the other with 12-inch nozzle.

Probably the best of the hand vacuum sweepers is the Bissell in three types at \$8.50, \$10.75 and \$12.50.

These are all genuine, practical useful machines, fully endorsed by us.

(Fourth Floor, Central)

## Stately Hall Clocks

They have a charm and a dignity which increases with age—and this but makes them more enduring gifts.

The Wanamaker Jewelry Store has a large collection of the most famous movements—clocks famed throughout the world for their dependable timekeeping.

To place a Grandfather clock in your home is to enrich your possessions with an heirloom that will endure for generations.

(Jewelry Store, Chestnut and Thirteenth)

## Some Very Exceptional Table Cloths and Napkins

They are really the best in our possession at the prices and we don't believe there are any similarly priced cloths and napkins in Philadelphia that quite equal them. They are Irish goods—heavy, full-bleached, double-damask of a fine grade, in a lustrous, satiny finish and in a choice of four handsome circular patterns such as come only on high-grade linens.

Where is the housekeeper who would not appreciate a set of these as a Christmas gift?

Table cloths, 2x3 yards, \$12 each; 2x2½ yards, \$10; 2x2 yards, \$8.75.

Matching napkins, 24x24 inches, \$13 a dozen.

(First Floor, Chestnut)

## NOTES

A safe holder for a Christmas tree makes all the difference between smashed fingers, lost tempers and a spoiled Christmas Eve and a Christmas of the right kind. The House Furnishings Store has the holders. (Fourth Floor, Market.)

The Sweater Shop looks like a pretty good place for a Christmas shopper to pause in—every imaginable kind of sweater and scarf. (First Floor, Market.)

## About Men's Initial Handkerchiefs

We have two particularly good items at \$4.20 and \$4.75 a dozen.

They are of sturdy Irish flax, snowy and firm, are well made and finished with good, plain and easily read letters.

(Main Floor, Central)

## This Gold-Filled Jewelry May Solve Some Problems

It is not expensive, the designs are in good taste, and there is quite a variety from which to choose.

Lingerie clasps, 50c to \$1.25.

Collar pins, 50c to \$1.75.

Hatpins, 50c to \$1.25.

Bar pins, 50c to \$4.50.

Brooches, 50c to \$2.50.

Cuff links, \$1 to \$3.50.

Soft collar pins, 25c and 50c.

The clips, 50c, 75c and \$1.

Cameo brooches, \$2.50 to \$10.

Necklaces, \$1 to \$5.25.

Bracelets, 50c to \$6.75.

(Jewelry Store, Main Floor, Chestnut and Thirteenth)

## Chifforobes and Highboys Are Gifts for the Years

The chiffrobe and the highboy are favorite gifts, and with good reason. There is something so substantial and lasting in a gift of this kind that it can well be called a gift to generations.

We have what is reliably believed to be the largest and most satisfying collection of these pieces to be found anywhere in this vicinity.

\$55 for a mahogany chiffrobe with wardrobe and drawer compartment.

\$69 for a mahogany chiffrobe. Has seven exposed drawers, a wardrobe section with sliding hanger bar and a mirror-door hat box.

\$82 for a mahogany chiffrobe, Chinese Chippendale influence.

\$84 for a chiffrobe finished in gray with decoration. Chinese Chippendale influence.

\$90 for an Empire Colonial all-tray mahogany chiffrobe.

\$100 for a mahogany chiffrobe, 48 inches wide, with seven trays and a 22-inch wardrobe section.

\$108 for a mahogany chiffrobe, 46 inches wide, the interior being of all trays, six large ones and four small ones with one large drawer at top.

\$117 for a mahogany chiffrobe with wardrobe compartment, six sliding trays and a steel combination safe, 9x11x13 inches.

\$125 for a mahogany chiffrobe, Empire Colonial design. Has 8 sliding trays and a large mirror which slides in



## A Sale of Military Clothing at About Wholesale Price

The Military Shop will tomorrow put on sale the following articles at prices which are, with a few exceptions, what the wholesale costs would be at the present time.

Officers and men from overseas, both in the Army and Navy, will many of them need new outfittings during the period that will elapse before they don civilian garb again.

Officers' heavy O. D. kersey cloth overcoats, \$35.

Heavy O. D. whippoor and serge uniforms, \$32.50.

Medium weight serge uniforms, \$30.

Heavy O. D. woolen worsted and woolen gubardine uniforms, \$27.50.

Officers' imported trench coats, with oil silk and detachable wool linings, \$55.

Officers' trench coats, with detachable fleece linings, \$45.

O. D. moleskin coats, with sheep's wool linings, \$12.

O. D. woolen blankets, \$7.50.

Officers' O. D. flannel shirts, \$5.50.

Officers' barrack caps of serge and whippoor, \$4.

Overseas caps of serge and whippoor, \$1.50 to \$2.50.

Field and dress boots, \$20.

Field service boots and trench boots, \$16.50.

Field shoes, \$12.

Cordovan strap leggins, \$11.50.

Pig grained cowhide leggins, \$5.50.

Naval officers' blue-black broadcloth capes, \$40; overcoats, \$45.

Chief petty officers' kersey cloth overcoats, \$35.

Officers' kersey cloth uniforms, \$40.

Officers' serge uniforms, \$30.

Chief petty officers' serge uniforms, \$27.50.

Naval officers' raincoats, \$16.50.

Naval aviators' forestry green overcoats, \$40.

Naval aviators' heavy forestry green whippoor uniforms, \$40.

Medium weight whippoor uniforms, \$35.

(Military Shop, The Gallery, Chestnut)

## Most Men Have Earned a Good Rest This Year (And a Fine House Coat or Gown)

The man who takes his ease in his hours at home has probably a better right to do so now than he ever had before. And will better appreciate a handsome, comfortable house coat or dressing gown. That may be the reason why so many women are buying these things—though the good looks of the garments themselves doubtless contribute.

House coats of double-faced cloth, \$6.50 to \$18; of velvet, \$20 to \$25; of silk, \$25 to \$50.

Dressing gowns of woolsens or silks, \$15 to \$65.

(Main Floor, Market)

## Nice Little Rugs That Are Eminently Givable

Fine weaves of domestic rugs, some with plain centers and attractive borders, others in Oriental designs of rich colors.

### Wilton Rugs

27x54 in., \$9.75, \$11.75, \$12.50 and \$13.50.

36x63 in., \$12.50, \$14.50, \$15.25 and \$21.

(Seventh Floor, Chestnut)

### Axminster Rugs

27x54 in., \$5.25 and \$5.75.

36x70 in., \$7.25, \$9 and \$10.25.

### Velvet Rugs

27x54 in., \$5.50 and \$8.50.

36x63 in., \$8.50 and \$11.50.

(Seventh Floor, Chestnut)

under the top drawer when not in use. The wardrobe section contains a sliding bar, a cane and umbrella rack, a whisk holder, etc.

\$132 for a mahogany chiffrobe with all trays finished in toona wood.